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RETAIL SALES

This Tableau Accelerator allows you to:

- Assess the performance of your network & grow your sales
- Predict evolution of sales
- Optimize your product mix
- Identify emerging/declining products
- Pinpoint Stores that need help
- Learn best practices from top stores
- Identify sales drivers
- Deep-dive at lowest level of detail: Store, Product Line, Product

Answer key business questions

- What the performance of the Network?
- Which stores need support?
- What are the emerging Products/Stores?
- How do I perform in my store compared to similar other stores?

Monitor and improve KPIs

Sales

- **Total Sales**: Total amount of sales done in stores (sell-out, expressed in currency)
- **Sales per Store**: Average Sales amount per store (all active stores over the period, expressed in currency)

Stores

- **Active Stores**: Total number of stores having a sales transaction or a crime over the period

Products

- **Distinct Products Sold**: Number of distinct referenced products (catalog depth)

Required attributes

- **Date** (*date*): Sales date
- **Store** (*string*): Store name
- **Store Type** (*string*): Store type
- **Country** (*string; role: country*): Country where the store is located
- **State** (*String; role: province*): State where the store is located
- **City** (*string; role: city*): City where the store is located
- **Store Latitude** (*numeric*): Latitude where the store is located
- **Store Longitude** (*numeric*): Longitude where the store is located
- **Product** (*string*): Product name
- **Product Line** (*string*): Product Line, Product Category, Business Line...
- **Sales Amount** (*numeric*): Sales amount